

skin care just got **smarter**

new smart response serum

table of contents

- 1** Introduction
- 2** The Science Behind Skin's Signals
- 7** Smart Response Serum at a Glance
- 8** Behind the Ingredients
- 10** Client Service and Retail Activation Tools
- 12** FAQs





introduction

Your skin communicates with you, but you may not always know what it's saying. As technology has allowed us to streamline our lives our skin care routines have become increasingly complex, but not necessarily smarter. We use responsive technology on a daily basis – and it's time we expect the same intelligence in our skin care products.

Common skin concerns like redness, fine lines, dark spots, and dehydration can all signal that your skin is experiencing a more profound form of damage. Dermalogica's new **Smart Response Serum** uses revolutionary SmartResponse technology to respond to skin's signals – intelligently addressing skin concerns and helping to prevent future damage. Best of all, it does all this before you even notice.

the science behind skin's signals

Our skin is constantly sending out signals. On a macro level, we experience these as signs like redness, fine lines, dark spots, and dehydration. But if we could zoom in for a closer view, we'd see that these skin conditions may actually be caused by damage that happens on a microscopic level. When skin is harmed, it tends to change in structure and chemical make-up – either as a result of damage, or as a form of self-defense. By the time we sense signs of distress, the damage may already be done.

Looking at the science behind four key skin signals helps to illustrate this principle:

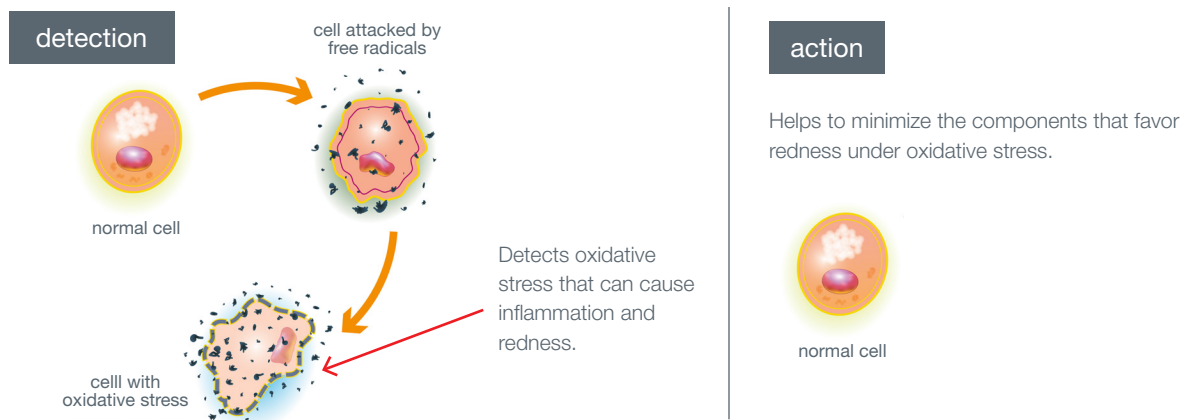
redness

Redness, a classic sign of skin sensitivity, can be triggered by a variety of factors – ranging from lifestyle and environmental factors to heredity, genetics, or oxidative stress caused by free radical damage. Regardless of the trigger, a common trait of skin sensitivity is an impaired barrier function – which can result in visible inflammation and redness on the skin.

When skin's barrier is impaired, it's easier for potentially-irritating substances to make their way into the skin. These irritants can activate the immune system and trigger the release of **cytokines** (molecules that mediate and regulate inflammation), leading to visible inflammation, redness, and sensations of heat or stinging – all the classic signs of skin sensitivity.

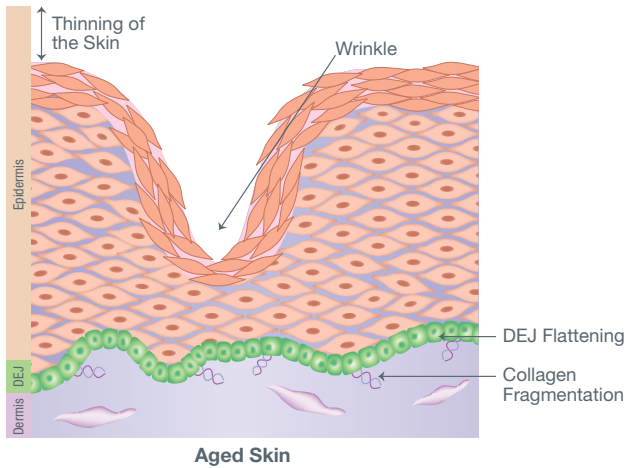
Plant extracts with antioxidant properties can help prevent the development of redness and inflammation. Some plants, however, go a step further. **Japanese Cornelia Cherry** is one example. Rich in **Gallic Acid** – an antioxidant with anti-inflammatory properties – it has the unique ability to detect inflammation through imbalances outside of a cell (oxidative stress). It then helps neutralize free radicals and reduce the appearance of skin redness.

Japanese Cornelia Cherry detects skin's inflammatory response and activates to soothe the skin



fine lines and wrinkles

We know that aging is inevitable. Fortunately, however, its effects on the skin can be minimized – and sometimes even prevented. Intrinsic aging is genetically determined: our skin's structure begins to deteriorate as cell metabolism and renewal naturally slow down. Our exposome (environment and lifestyle) can exacerbate this deterioration. The visible result of this slowdown is the appearance of fine lines and wrinkles.

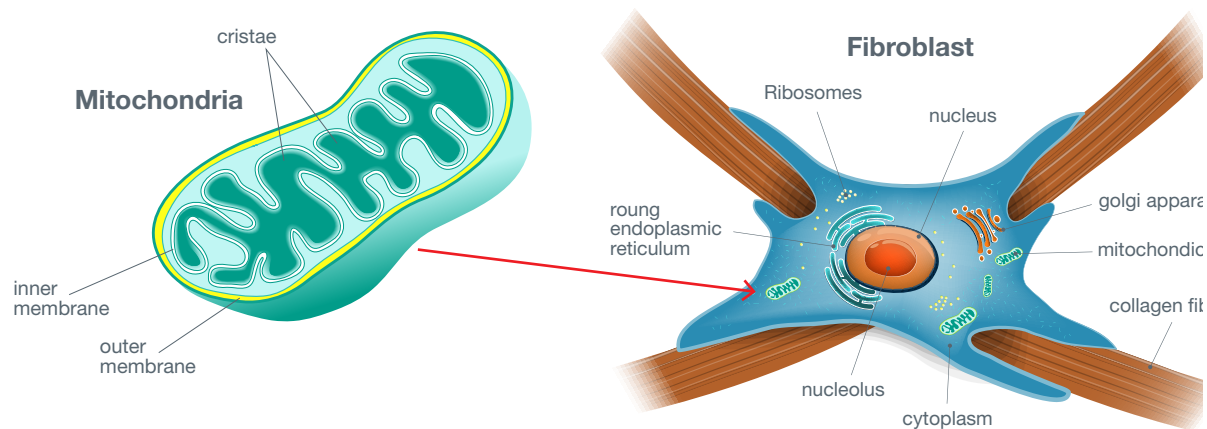


Common causes of premature skin aging:

1. Free radicals (ROS) and pollution exposure
2. Exposure to ultraviolet radiation (UV)
3. Hormonal changes that directly affect collagen

Mitochondria are often described as being “the powerhouse of the cell.” It’s an accurate depiction: these unique organelles convert oxygen and nutrients into cellular energy to support the cell’s essential functions. Among other things, mitochondria-generated energy protects the cell’s DNA, signals to initiate cell reproduction, and helps maintain the cell’s health.

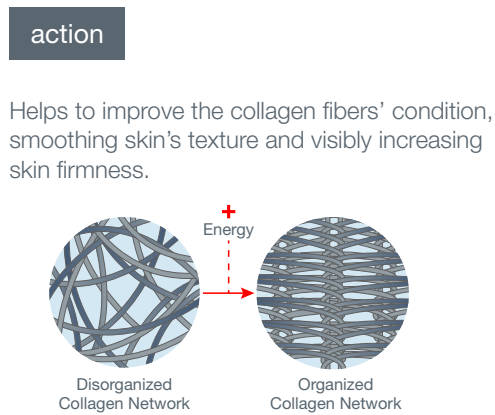
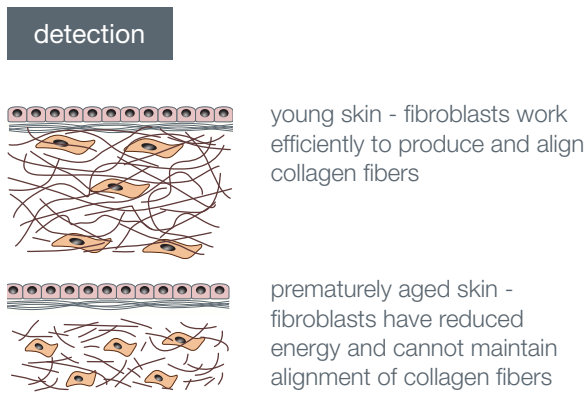
mitochondria (produces energy to power the cell) | fibroblast (skin cell)



As fibroblasts (collagen-producing cells) age, their mitochondrial activity – and energy production – gradually declines. The combined effects of age and external factors allow Reactive Oxygen Species (ROS) to proliferate, as the compromised mitochondria lacks adequate energy to convert oxygen into energy. When this occurs skin loses its firmness, and fine lines and wrinkles appear.

Smart ingredients like **Mannose-6-Phosphate** can help detect low energy levels emitted by the fibroblasts (cells that produce and organize collagen fibers), as well as poorly aligned collagen fibers. This active helps to improve this condition for visibly smoother, firmer skin.

mannose-6-phosphate detects poorly aligned collagen fibers and works to increase skin firmness



dark spots

Our genetic skin color is the basic melanin content we inherit in our skin – without any influence from the sun, hormones, or other factors. Certain internal and external factors can cause our skin to produce irregular amounts of melanin, leading to dark spots.

Melanin is the protein-pigment that gives skin its color; it is produced by cells called melanocytes. Dark spots are the visible signal of higher-than-average melanin production in the skin. They can appear as small dark patches, or can cover larger areas of the skin.

common types and causes of dark spots:



melasma: caused by hormone changes and imbalances due to stress, pregnancy, and other factors



sun spots: caused by ultraviolet radiation (UV), free radicals, and pollution

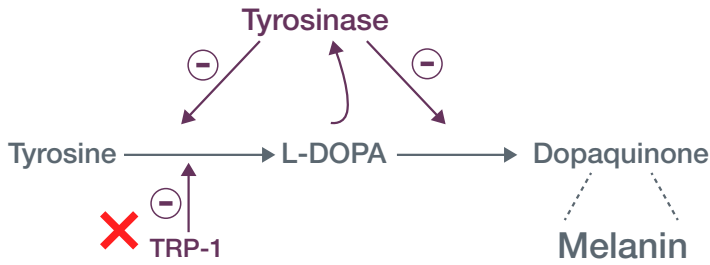


post-inflammatory dark spots (PIH): caused by injuries or other trauma to the skin

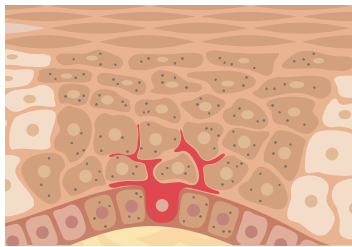
The amino acid Tyrosine and the enzyme Tyrosinase are both commonly understood as critical players in melanin production. But there are also other, less well-known, substances that contribute to dark spots. For example, the enzyme **TRP-1 (Tyrosinase-related protein-1)** participates in the first step of melanogenesis together with Tyrosinase.

Hydrolyzed Wheat Flour – rich in **Arabinoxylo-Oligosaccharides** – can detect an overabundance of the enzyme **TRP-1**. It then helps to reduce the appearance of dark spots and brighten skin.

hydrolyzed wheat flour detects too much of a key enzyme involved in melanin production and helps to reduce the appearance of dark spots



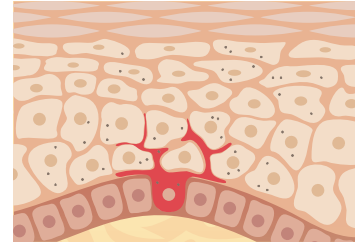
detection



Detects massive surge in enzyme (TRP-1), essential for production of melanin.

action

Active helps to slow down the processes that intensify dark spots' appearance.



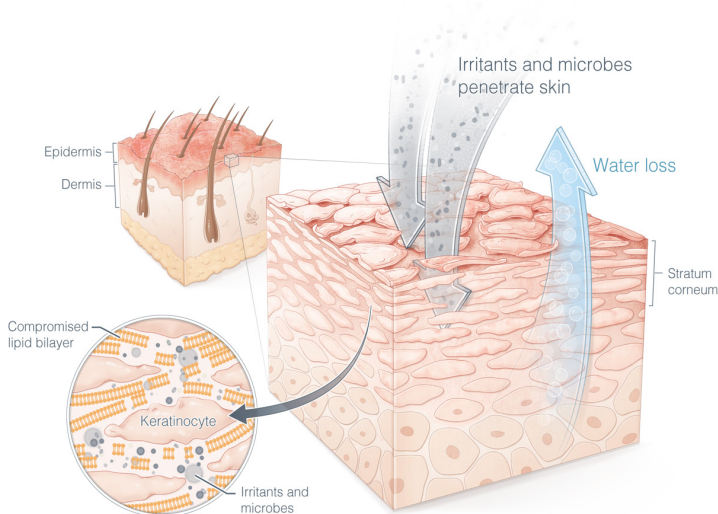
When melanin over-production is controlled skin looks brighter and more even..

If there is no surge in melanin, active does not take any action.

dehydration

Dehydrated skin, which is caused by a lack of hydration (water) in the skin, can affect anyone at any time. It's crucial to address dehydration as early as possible because, left unchecked, it can compromise the skin's ability to keep critical hydration in and irritants out. In addition to the protective Stratum Corneum – which is the outermost layer of the epidermis, comprised of flattened, anucleated skin cells (corneocytes), surrounded by a highly organized and continuous lipid matrix (skin's lipid barrier) – skin also has its own Natural Moisturizing Factor (NMF) to help retain moisture inside skin cells. Hydration can also come from topically applied skin care products, diet, and the water we drink throughout the day.

It's important to note that lifestyle factors can significantly impact skin's hydration levels: environmental factors, stress, and even the weather can significantly deplete skin's hydration reserves. The result of this depletion is **dehydrated skin** – which can appear as fine lines, dryness, and tightness.



Common causes of dehydrated skin:

- Incorrect product use, including over-cleansing, over-exfoliation, use of alkaline soaps, and not properly moisturizing
- Diet or insufficient water intake
- Lack of moisture in environment (i.e. weather)
- Certain medications and aging

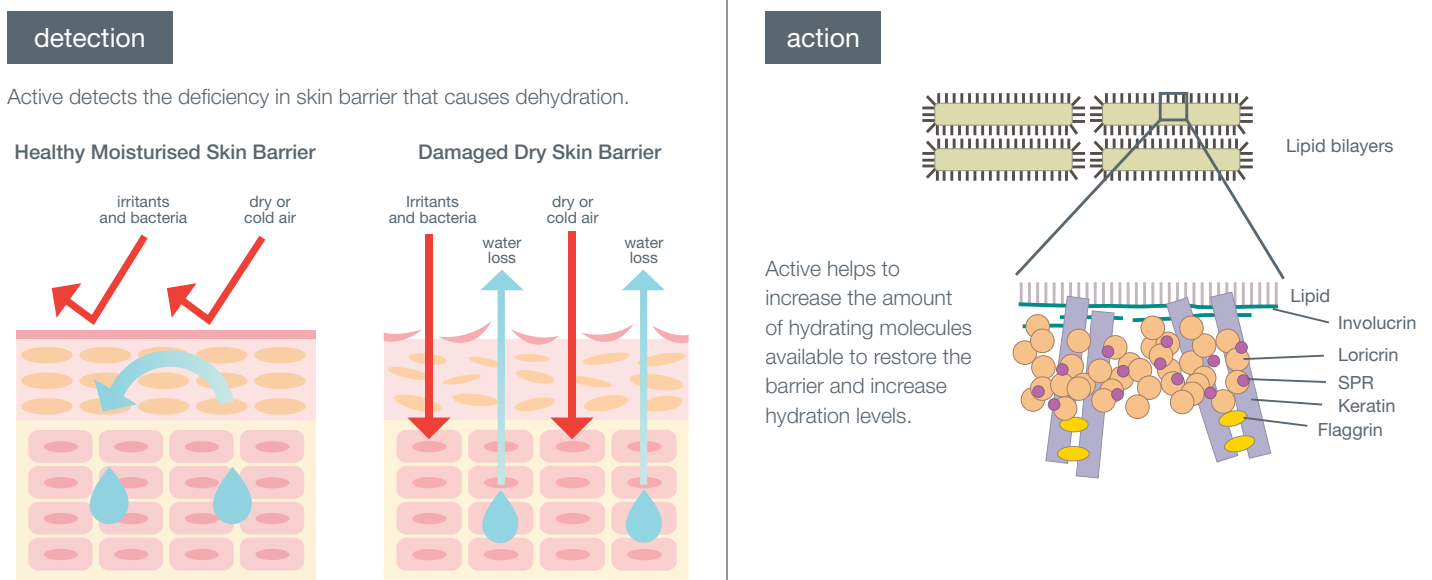
The interior of each corneocyte consists primarily of keratin filaments, aggregated by the protein **filaggrin**. Filaggrin is a highly abundant protein present in the epidermis. It's also a key part of skin's Natural Moisturizing Factor (NMF), which degrades into amino acids capable of increasing skin's water-holding capacity to help maintain and hydrate the stratum corneum.

Involucrin, another protein found in the epidermis, participates in the strengthening of the cornified envelope (the shell of the corneocyte), which forms the skin's barrier.

Hyaluronic Acid is a polymeric disaccharide –a naturally-occurring sugar in the skin that holds water, helping to keep skin hydrated and plump. Skin's Hyaluronic Acid holds a thousand times its weight in water, helping to keep hydration within the skin and prevent it from evaporating into the air.

In dehydrated skin, levels of Filaggrin, Involucrin, and Hyaluronic Acid can be lower than average – making skin's barrier more vulnerable. **Oligosaccharides** from **Hydrolyzed Beta Glucan** can detect this deficiency in the skin's barrier and helps to increase the amount of hydrating molecules available to restore the barrier and increase hydration levels.

oligosaccharides from hydrolyzed beta glucan detect deficiencies in skin's barrier and help restore hydration





smart response serum at a glance

what it is

Next-gen smart serum delivers what your skin needs, when it needs it. SmartResponse technology reacts to skin's needs to hydrate, brighten, soothe, and address fine lines and wrinkles.

why your clients need it

Our skin is constantly changing, not only seasonally but from one day to the next – in response to our climate, our diet, stress, and a number of other factors. By activating key ingredients on different areas of the face in response to skin's micro-changes, Smart Response Serum is able to work when, where, and how skin needs it.

benefits

- Soothes
- Firms
- Brightens
- Hydrates

key ingredients

- **Gallic Acid** from **Japanese Cornelia Cherry** helps to soothe skin and reduce the appearance of redness.
- **Mannose-6-Phosphate** helps to smooth and firm the skin.
- **Hydrolyzed Wheat Flour**, rich in **Arabinoxyloligosaccharides**, brightens skin and helps to reduce the appearance of dark spots.
- **Oligosaccharides** from **Hydrolyzed Beta Glucan** helps skin to maintain optimal hydration levels.

application

Each morning after cleansing and toning, apply one pump. Allow one minute for product absorption. Follow with your prescribed Dermalogica moisturizer or SPF.



behind the bottle: key ingredients

Smart Response Serum uses SmartResponse technology – a revolutionary combination of four targeted active ingredients – to deliver what skin needs, when and where it needs it. Each of its four smart actives is targeted to recognize skin’s signals, then address micro-changes in the skin before they’re visible to the naked eye – effectively addressing skin’s needs in real time to soothe, firm, brighten, and hydrate.

Redness, fine lines and wrinkles, dark spots, and dehydration each give off their own unique signals. In-depth studies show that SmartResponse technology’s actives switch on and take action only when these signals are present – responding proactively for a personalized response every time.



smartresponse technology: key ingredients

Gallic Acid from **Japanese Cornelia Cherry** senses skin's inflammatory response, and activates to help soothe and reduce the appearance of redness.

Mannose-6-Phosphate detects collagen weakness, responding to the first signs of visible skin aging to help smooth, firm, and improve the look of fine lines and wrinkles.

Hydrolyzed Wheat Flour, rich in **Arabinoxyl-Oligosaccharides**, activates when it detects too much of a key enzyme involved in melanin production. It responds by brightening skin and helping to reduce the appearance of dark spots.

Oligosaccharides from **hydrolyzed Beta Glucan** have a very small molecular size, and can reach even the smallest cracks in skin's lipid barrier. They respond where they detect a deficiency in skin's barrier, helping skin to maintain optimal hydration levels.

Smart Response Serum also contains the following beneficial actives to support healthy-looking skin with every use:

- A rich blend of minerals, **Olive Oil Ester**, **Lactic Acid**, **Squalene**, and **Microalgae** improve skin texture, and support barrier protection.
- **Sodium Acetylated Hyaluronate** (a form of Hyaluronic Acid) helps to smooth skin and minimize the appearance of fine lines and wrinkles.
- **Niacinamide (Vitamin B₃)** delivers moisturizing and brightening properties.



client service and retail activation tools

We created the following techniques to help you educate clients on the benefits of Smart Response Serum. Use them to create an educational path toward retail purchases and/or service bookings, and share advice clients can use at home.

new! what does your skin need right now?

Get a smarter understanding of your skin: learn more about what your skin needs now at smartresponseserum.com.

new! smart response serum facefit treatment

time: 10 minutes

Give your client's skin exactly what it needs right now: this professional treatment locks in the benefits of Smart Response Serum, leaving skin healthy-looking and protected.



facefit step-by-step

Step 1 (1 minute)

Cleanse the skin by applying 2 pumps of **PreCleanse** to damp esthetic wipes.

Step 2 (2 minutes)

Dispense **Special Cleansing Gel** into a cup and mix with water, then add a small amount **Daily Microfoliant** and mix. Apply with a fan masque brush and lightly manipulate, then remove with damp esthetic wipes.

**Discuss purpose of cleansing with exfoliation benefits during this time.*

Step 3 (4 minutes)

Apply a thin layer of **Smart Response Serum**. Next, apply skin-specific masque. Choose from **Colloidal Masque Base**, **MultiVitamin Power Recovery Masque** and/or **Clinical Oatmeal Masque**. Allow masque to process then remove with damp esthetic wipes.

Masque Options: Mix 2 masques for multiple concerns:

- Colloidal Masque Base + MultiVitamin Power Recovery Masque
- MultiVitamin Power Recovery Masque + Clinical Oatmeal Masque
- Clinical Oatmeal Masque + Colloidal Masque Base

Modality Options: Use a product penetration device to help infuse and enhance treatment.

**Discuss Smart Response Serum's key benefits and its unique features during this time.*

Step 4 (2 minutes)

Spritz skin with **Multi-Active Toner**, apply a thin layer of **Smart Response Serum**, and finish by applying **Dynamic Skin Recovery SPF 50**.

Step 5 (1 minute)

Complete the **Skin Fitness Plan** with recommended products and discuss further treatment advice.

FAQs

How does Smart Response Serum help stop skin damage before it starts?

Our skin is constantly sending out signals. On a macro level, we experience these as signs like redness, fine lines, dark spots, and dehydration. But if we could zoom in for a closer view, we'd see that these skin concerns can actually be caused by damage that happens on a microscopic level. When skin is harmed, it changes in structure and chemical make-up – either as a result of damage, or as a form of self-defense. By the time our skin feels signs of distress, the damage is done. Smart Response Serum, however, sees what we can't. Each of its four smart actives is targeted to recognize and address these micro-changes in the skin before they're visible to the naked eye – effectively addressing skin's needs in real time.

How does Smart Response Serum adapt to skin's changing needs?

Our skin is constantly changing, not only seasonally but from one day to the next – in response to our climate, our diet, stress, and a number of other factors. Some skin care ingredients work indiscriminately, without taking skin's individual needs into account. By activating key ingredients on different areas of the face in response to skin's micro-changes, Smart Response Serum is able to work when, where, and how skin needs it.

What is the benefit of using Smart Response Serum in place of my client's normal targeted treatments?

The micro-changes that lead to skin damage take place before we're able to see them – which means that by the time we apply our targeted skin care products, our skin may need something different! Smart Response Serum's proactive formula works with skin's changing needs, for healthier skin over time.

Should I recommend Smart Response Serum to every client?

Not necessarily. Some clients – say, those who are focused solely on fading existing dark spots – may be served equally well by a single, highly-targeted treatment. Smart Response Serum represents a new, highly proactive paradigm: it senses and responds to skin's needs, before they become visible.

Can my client use another targeted treatment along with Smart Response Serum?

We don't recommend mixing or layering Smart Response Serum with other targeted treatments. If you'd like to incorporate another serum into your regimen, we recommend alternating a.m./p.m. use.

Can Smart Response Serum be used around the eyes and lips?

Smart Response Serum may be used around the lips. However, please avoid using around the eye area.